

FIG. 1

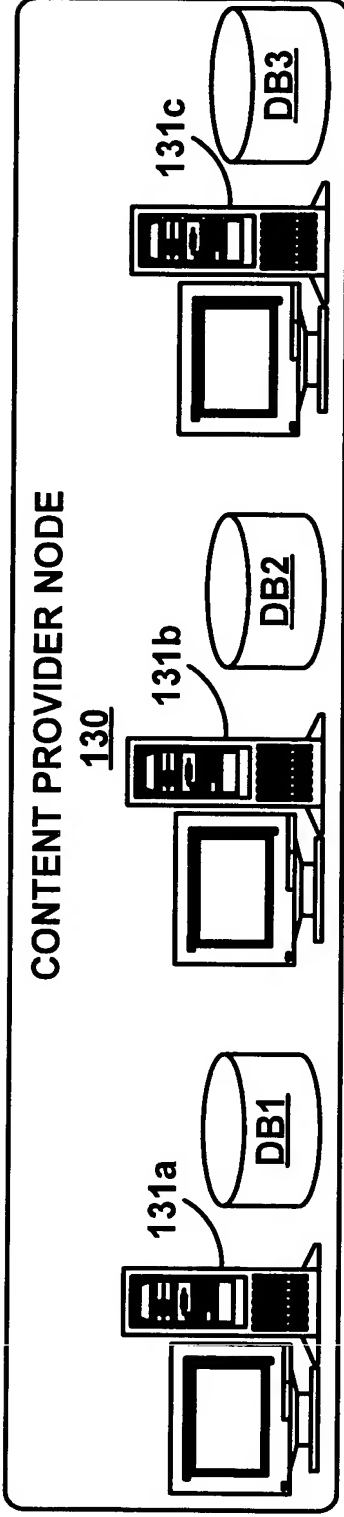


FIG. 2

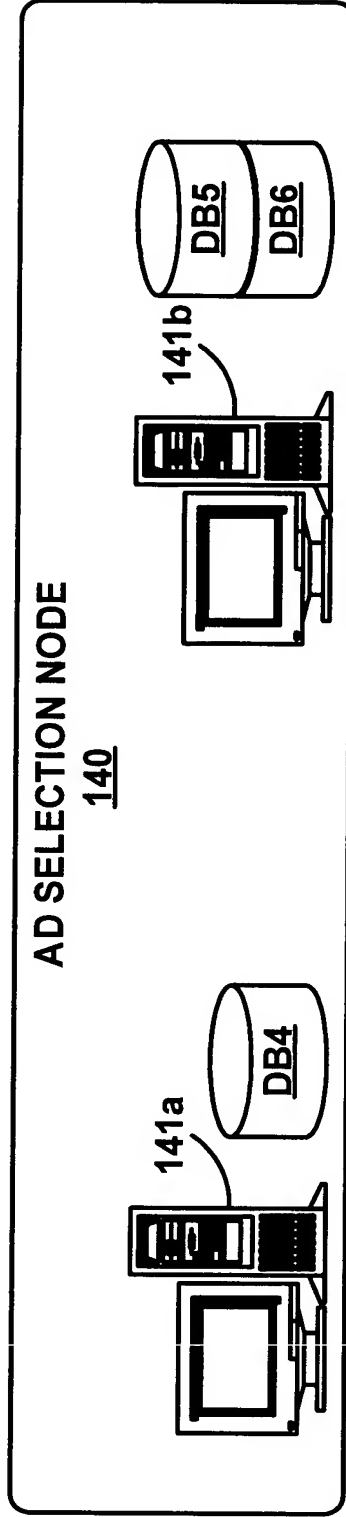


FIG. 3

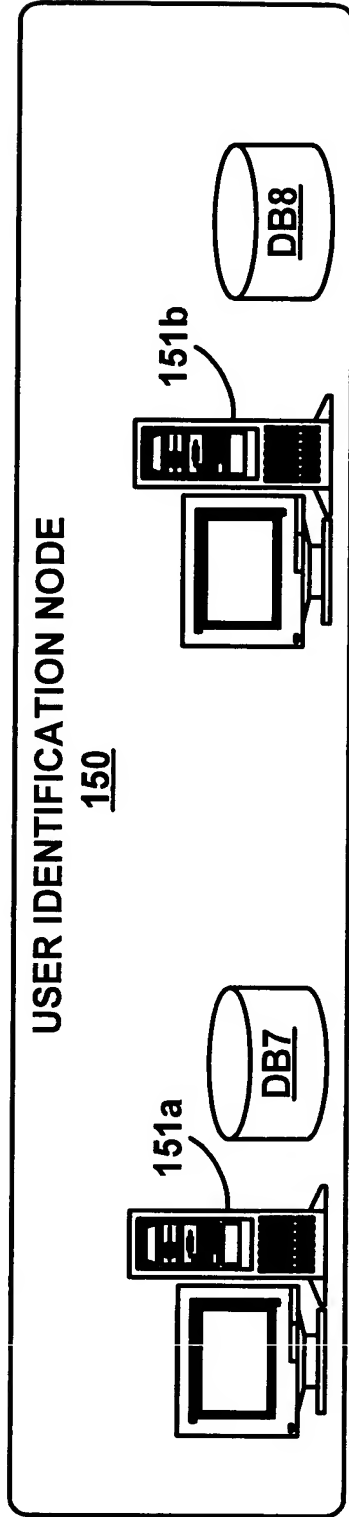


FIG. 4

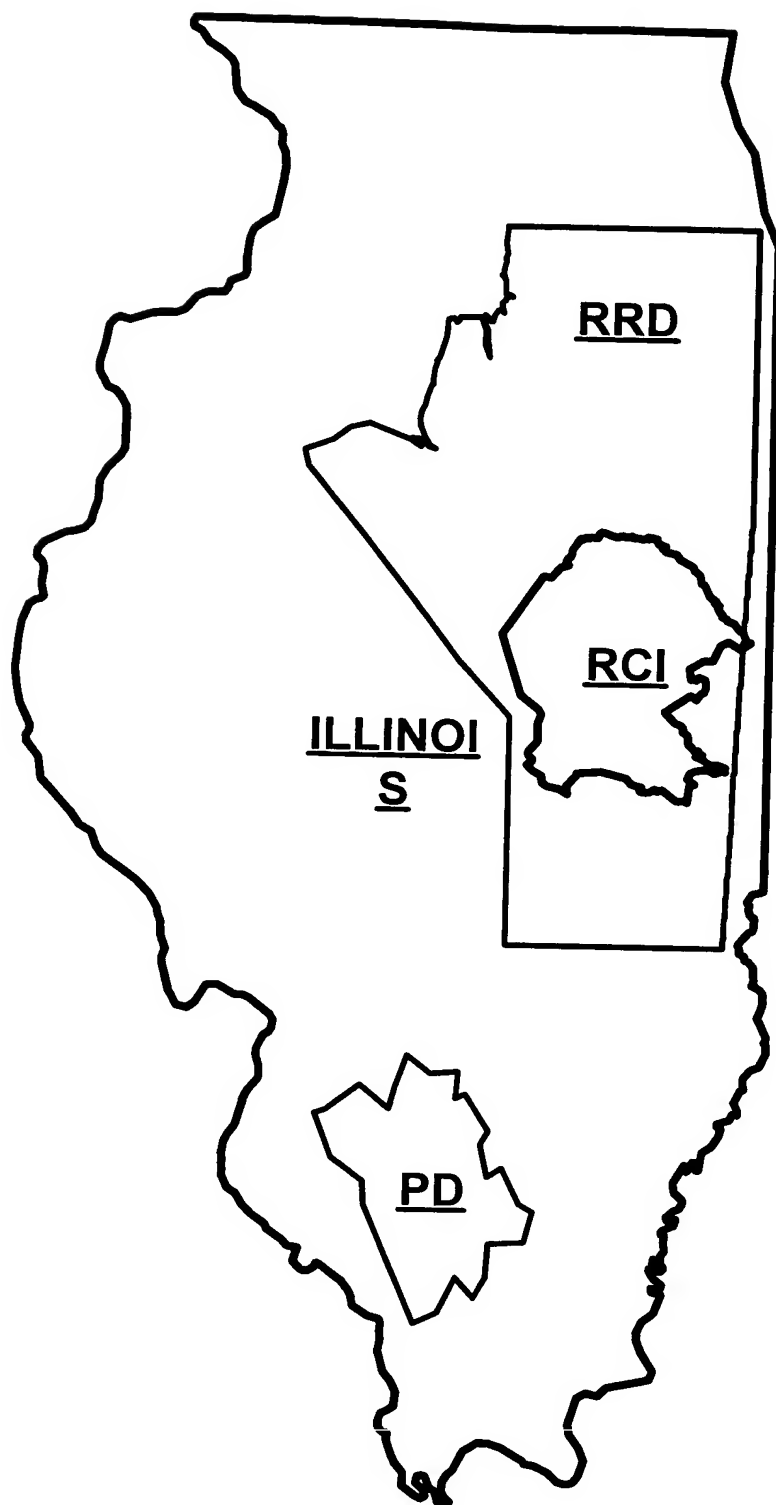


FIG. 5

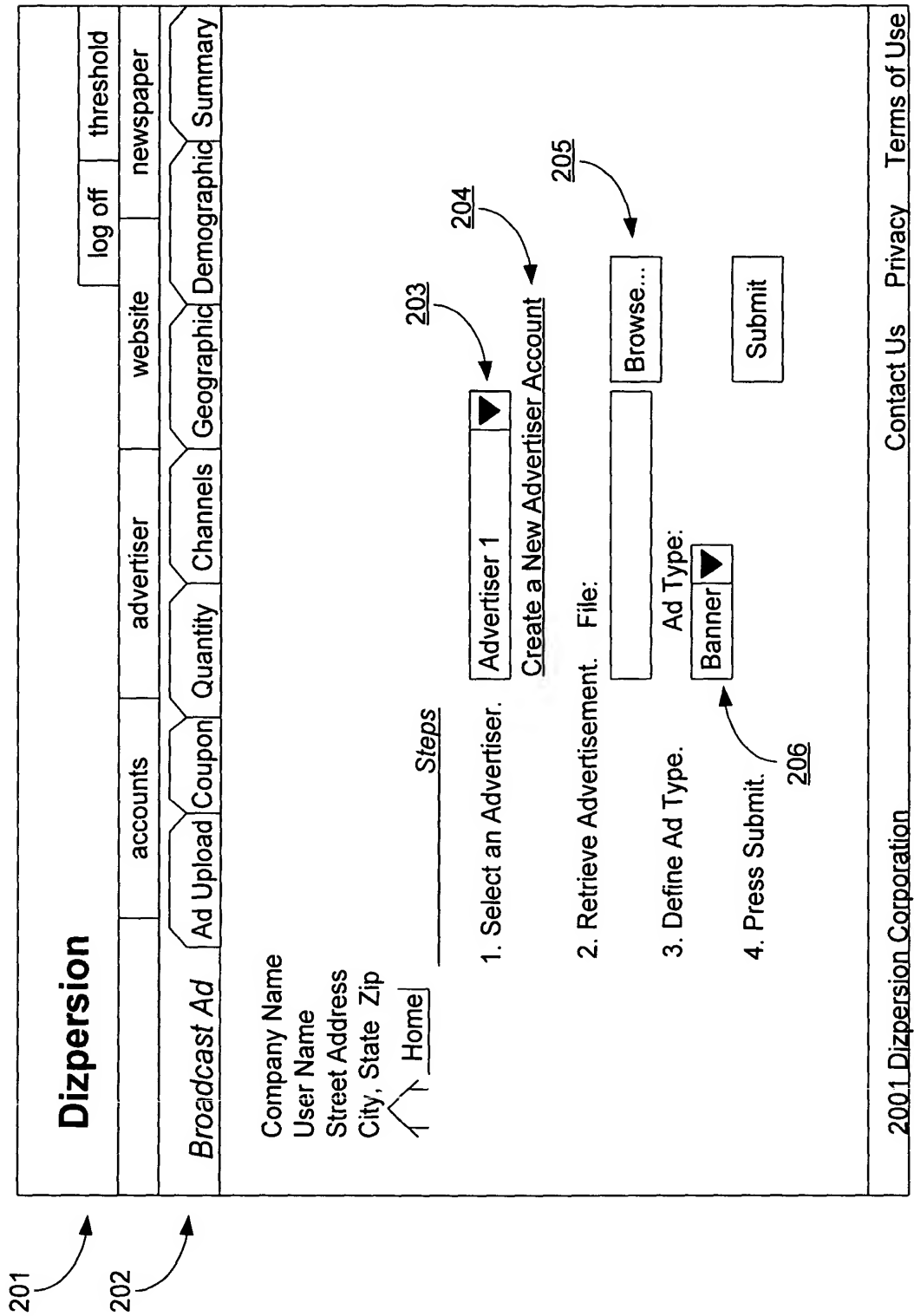


FIG. 6

201

202

Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Steps

1. Define Outcome of Click-through.

☐ Coupon
 ☐ URL Destination

211

2. Retrieve Coupon.

File

212

Browse...

4. Press Submit. 213

Submit

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FIG. 7

<h2 style="margin: 0;">Dizpersion</h2>				
	accounts	advertiser	website	log off threshold newspaper
Broadcast Ad	Ad Upload Coupon	Quantity	Channels	Geographic Demographic Summary
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Company Name</p> <p>User Name</p> <p>Street Address</p> <p>City, State Zip</p> <p> <u>Home</u></p> </div> <div style="width: 50%;"> <p style="text-align: center;"><u>Steps</u></p> <ol style="list-style-type: none"> 1. Enter the Number of Impressions Purchased. 2. Select the Broadcast Start Date. 3. Select the Broadcast Start Time and Time Zone. 4. Select the Broadcast End Date. 5. Select the Broadcast End Time and Time Zone. 6. Press Submit. </div> </div> <div style="margin-top: 20px;"> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="border: 1px solid black; width: 100px; height: 30px; margin-right: 10px;"></div> <div> <p style="margin: 0;">Impressions</p> <p style="margin: 0;">221</p> </div> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Start Date</p> <div style="display: flex; justify-content: space-between;"> <div>Month ▼</div> <div>Day ▼</div> <div>2001 ▼</div> </div> </div> <div style="width: 45%;"> <p>Start Zone</p> <div style="display: flex; justify-content: space-between;"> <div>AM ▼</div> <div>Eastern ▼</div> </div> </div> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Start Time</p> <div style="display: flex; justify-content: space-between;"> <div>1:00 ▼</div> <div>End Date</div> </div> </div> <div style="width: 45%;"> <p>End Time</p> <div style="display: flex; justify-content: space-between;"> <div>1:00 ▼</div> <div>End Date</div> </div> </div> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Start Date</p> <div style="display: flex; justify-content: space-between;"> <div>Month ▼</div> <div>Day ▼</div> <div>2001 ▼</div> </div> </div> <div style="width: 45%;"> <p>Start Zone</p> <div style="display: flex; justify-content: space-between;"> <div>AM ▼</div> <div>Eastern ▼</div> </div> </div> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Start Time</p> <div style="display: flex; justify-content: space-between;"> <div>1:00 ▼</div> <div>End Date</div> </div> </div> <div style="width: 45%;"> <p>End Time</p> <div style="display: flex; justify-content: space-between;"> <div>1:00 ▼</div> <div>End Date</div> </div> </div> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Start Date</p> <div style="display: flex; justify-content: space-between;"> <div>Month ▼</div> <div>Day ▼</div> <div>2001 ▼</div> </div> </div> <div style="width: 45%;"> <p>Start Zone</p> <div style="display: flex; justify-content: space-between;"> <div>AM ▼</div> <div>Eastern ▼</div> </div> </div> </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Start Time</p> <div style="display: flex; justify-content: space-between;"> <div>1:00 ▼</div> <div>End Date</div> </div> </div> <div style="width: 45%;"> <p>End Time</p> <div style="display: flex; justify-content: space-between;"> <div>1:00 ▼</div> <div>End Date</div> </div> </div> </div> </div> <div style="text-align: right; margin-top: 20px;"> <div style="border: 1px solid black; padding: 5px 20px; display: inline-block;">Submit</div> </div>				

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8
G.
F

Dizpersion

log off threshold

accounts advertiser website

Broadcast Ad Ad Upload Coupon Quantity Channels Geographic Demographic Summary

Company Name
User Name
Street Address
City, State Zip

Home

Steps

1. Select Channels/Websites 232

☒ Sports 233
test.com 234

☒ Family 235
test.com 236

☐ General Interests

Submit 237

As a % of all Actual Hits
As a % of all traffic to the website or channel
As a % of all traffic to the whole network the related period

230

9. G.
F

Dizpersion

[log off](#)

[threshold](#)

[newspaper](#)

[website](#)

[advertiser](#)

[accounts](#)

Broadcast Ad
Ad Upload
Coupon
Quantity
Channels
Geographic
Demographic
Summary

Company Name

User Name

Street Address

City, State Zip

[Home](#)

Steps

1. Select the Country.

USA
2. Select the State.
3. Select the County.
4. Select the City.
5. Select the Zip Code.
6. Press Submit.

Submit

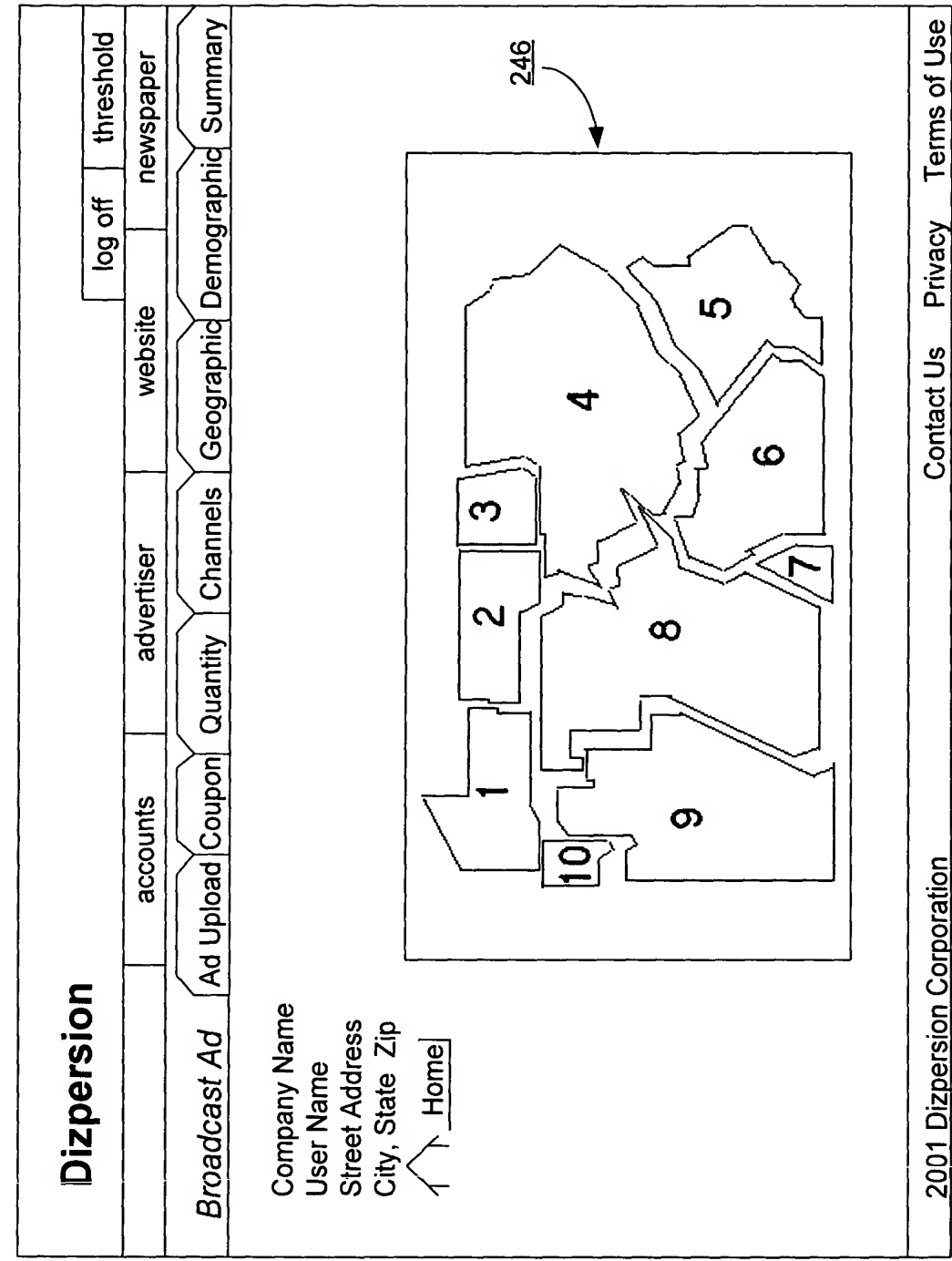
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240

FIG. 10



240'

FIG. 11

201

202

log off

threshold

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Steps

1. Check the demographic you wish to reach within your community.

251

☐
☐
☐
☐
☐
☐

2. Press Submit

Submit

252

Select Channel/Website

☐
☐
☐
☐
☐

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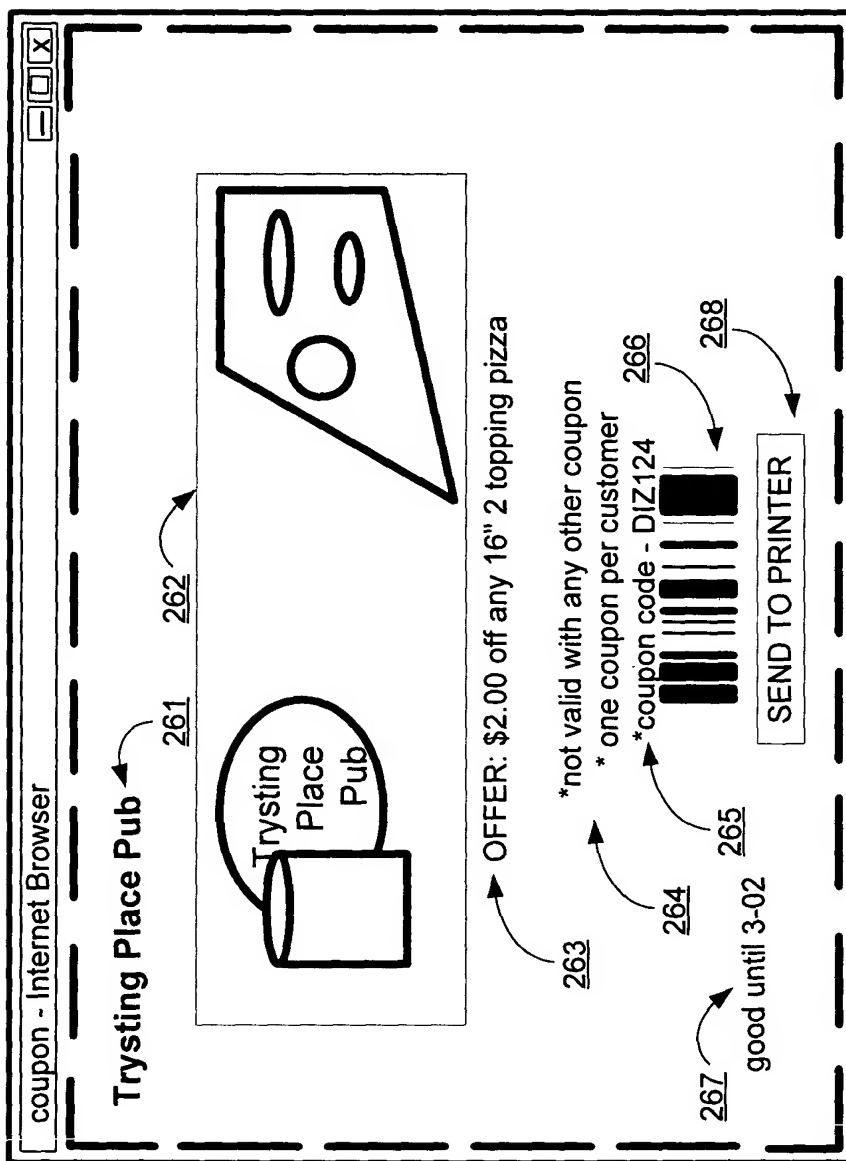
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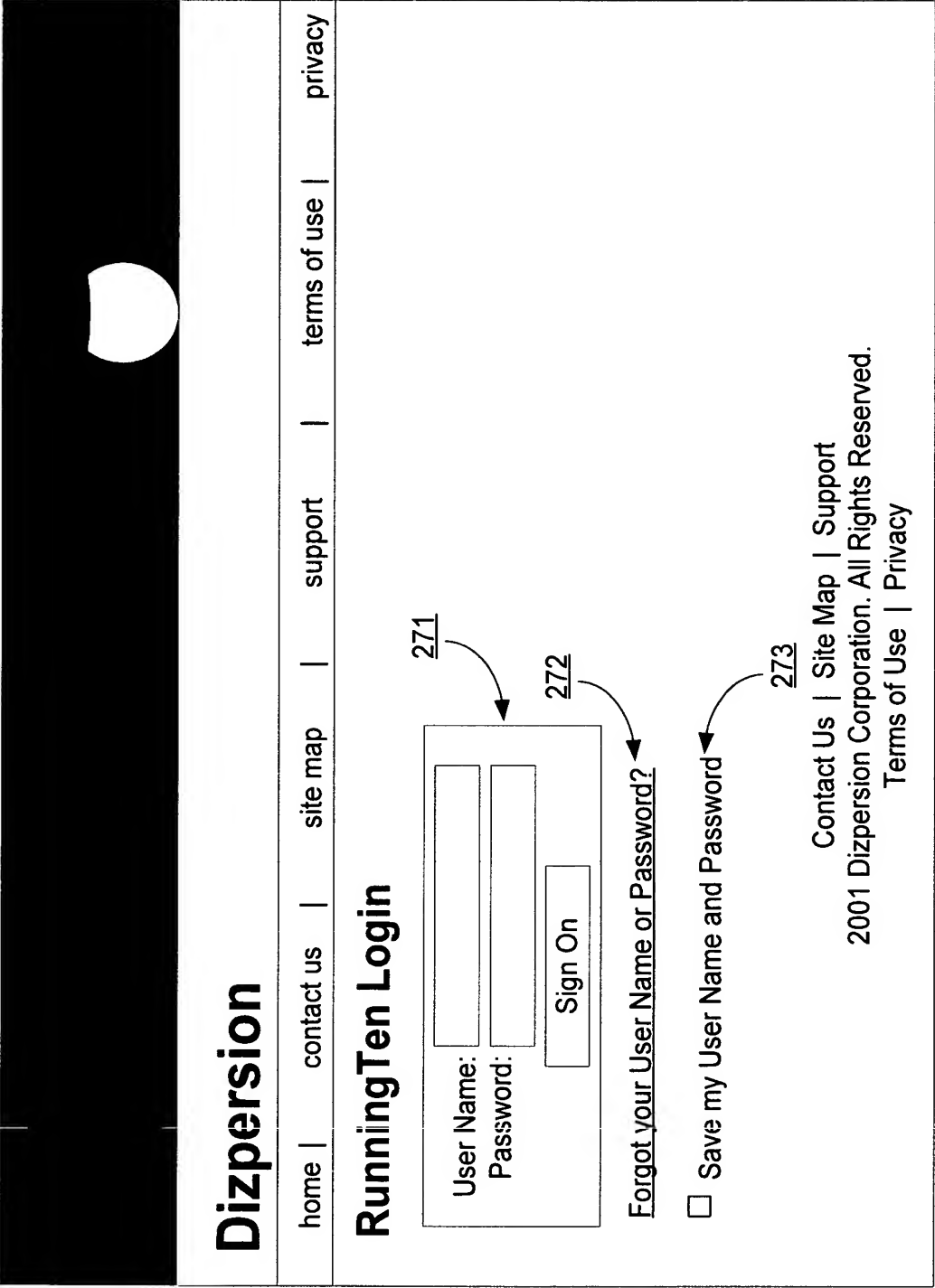
250

FIG. 12



260

FIG. 13



Independent Register

INTERNET CHANNEL NETWORK

for Brodhead and greater Green County, WI


HOME | CONTACT US | HELP

GENERAL NEWS | BUSINESS/FINANCE | SPORTS | TRAVEL | FAMILY | LEISURE | JOBS |



FAMILY

3/7/2002 1:05:26 PM

 iParenting.com

RATE CARD



DEMO

Gender

Male

Female

2%

98%

Median Age: 36 years

18-34

35-44

45-54

35%

53%

7%

Education

College Graduate +

Some College

88%

8%

Occupation

Managerial

Professional

31%

35%

AUDIENCE PROFILE

IPARENTING.COM

281

282

283

270

FIG. 15

Dizpersion										
			accounts		advertiser		website		log off threshold	
Broadcast Ad		Ad Upload	Coupon	Quantity	Channels	Geographic	Demographic	Summary		
Company Name		November 2001 ▼		choose a month						
User Name 304										
Street Address										
City, State Zip										
Home ↗										
		System Activity				Billing				
		Total Ads Served 62				TRV of Ads Served \$2.17				
		Total Pop-ups Served 0				TRV of Pop-Ups Served \$0.00				
		Total Towers Served 0				TRV of Pop-Ups Served \$0.00				
		Total Banners Served 62				TRV of Pop-Ups Served \$2.17				
		Total Geolocations Processed 14								
		Total Queries Processed 62								
Ad Details		Open Date	Close Date	Entry Date	Account ID	Ad Type	Gross Quantity	Advertiser	Status	
view	11/12/01 11:00	12/12/01 13:00	10/26/01 1037	P	20,000	9004	Evanston Athletic Club	P		
view	11/10/01 7:00	12/10/01 18:00	10/26/01 2546	P	15,000	2728	Whole Foods	P		
view	11/9/01 7:00	3/9/02 13:00	11/2/01 1015	B	20,000	5573	Add Em Up Pub	P		
view	11/10/01 18:00	12/10/01 18:00	10/26/01 2546	P	20,000	1623	Clark's	P		
view	10/2/01 7:00	12/10/01 18:00	10/26/01 2546	P	20,000	2436	Jumbaliyah Jim's	O		
<<Previous		Next>>								
2001 Dizpersion Corporation Contact Us Privacy Terms of Use										

FIG. 16

201

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log off

threshold

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

System Activity

Total Ads Served 62

Total Pop-ups Served 0

Total Towers Served 0

Total Banners Served 62

Total Geolocations Processed 14

Total Queries Processed 62

Billing

TRV of Ads Served \$2.17

TRV of Pop-Ups Served \$0.00

TRV of Pop-Ups Served \$0.00

TRV of Pop-Ups Served \$2.17

AdID

Advertiser Name

Site

Date

IP Address

Zip

Quova Log Entry

2314

Evanston Athletic Club

nusports.com

3/9/02 13:00:23.421

53.125.15.36

19025

N/A

2314

Evanston Athletic Club

nusports.com

3/9/02 13:00:23.421

53.125.15.36

19025

N/A

2314

Evanston Athletic Club

nusports.com

3/9/02 13:00:23.421

53.125.15.36

19025

N/A

2314

Evanston Athletic Club

nusports.com

3/9/02 13:00:23.421

53.125.15.36

19025

N/A

2314

Evanston Athletic Club

nusports.com

3/9/02 13:00:23.421

53.125.15.36

19025

N/A

2314

Evanston Athletic Club

nusports.com

3/9/02 13:00:23.421

53.125.15.36

19025

N/A

2314

Evanston Athletic Club

nusports.com

3/9/02 13:00:23.421

53.125.15.36

19025

N/A

2314

Evanston Athletic Club

nusports.com

3/9/02 13:00:23.421

53.125.15.36

19025

N/A

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
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FIG. 17

201

202

Dizpersion									
				log off		threshold			
				website		newspaper			
Broadcast Ad		Ad Upload		Coupon	Quantity	Channels	Geographic	Demographic	Summary
<div> <div> Company Name User Name Street Address City, State Zip  Home </div> <div> Publication Administration Create New Publication </div> </div>									
Publication Name	Publication %	Revenue	Banner CPM	Tower CPM	Pop-up CPM	Contract Begin Date	Contract End Date		
Independent-Register	50.0		\$35.00	\$45.00	\$60.00	11/01/01	05/01/01		
Dizpersion	100.0		\$1.00	\$1.00	\$1.00	11/01/01	12/30/05		
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FIG. 18

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Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

View Account

Publication

Name

Phone

Login

Password

5

Dizpersion

Myles McGuire

N/A

dizpub

dizpersion

3

Independent-Register

Barb Cook

(411) 555-5785

barbcook

indreg

4

Independent-Register

Deb Fitzgerald

(411) 555-5785

debfitzgerald

indreg

1

Independent-Register

Kim Markham

(411) 555-5785

kimmarkham

indreg

2

Independent-Register

Ed Mikkelsen

(411) 555-5785

edmikkelsen

indreg

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Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Advertiser

Contact Name

Position

Phone

City

State

Evanston Insurance Center

Myles McGuire

President

N/A

N/A

IL

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Dizpersion										log off	threshold
		accounts		advertiser		website				newspaper	
Broadcast Ad		Ad Upload		Coupon	Quantity	Channels	Geographic	Demographic	Summary		
<p>Company Name</p> <p>User Name</p> <p>Street Address</p> <p>City, State Zip</p> <p> Home</p>											
Site Name	Site URL	Monthly Impressions	Banner CPM	Tower CPM	Pop-up CPM	Start Date	End Date				
Packers.com	www.packers.com	20000	\$22.00	\$23.00	\$44.00	04/01/22	02/01/22				
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log off

threshold

website

newspaper

accounts

advertiser

Channels

Geographic

Demographic

Summary

Broadcast Ad

Ad Upload

Coupon

Quantity

Company Name

User Name

Street Address

City, State Zip

Home

361

State:

AL ▼

New Threshold:

Submit Query

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List Current Threshold Values

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FIG. 22

201

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log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name 371

Street Address

City, State Zip

Home

System Activity

Total Ads Served 0

Total Pop-ups Served 0

Total Towers Served 0

Total Banners Served 0

Total Queries Processed 0

Billing

TRV of Ads Served \$0.00

TRV of Pop-Ups Served \$0.00

TRV of Pop-Ups Served \$0.00

TRV of Pop-Ups Served \$0.00

Place the following script in your site's HTML where you wish to display location targeted Dizpersion advertisement:

Banner -

<script src="http://64.41.72.29/dizpersion/servlet/adservice?siteID=2&adType=1"></script>

Tower -

<script src="http://64.41.72.29/dizpersion/servlet/adservice?siteID=2&adType=2"></script>

Pop-up -

<script src="http://64.41.72.29/dizpersion/servlet/adservice?siteID=2&adType=3"></script>

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FIG. 23

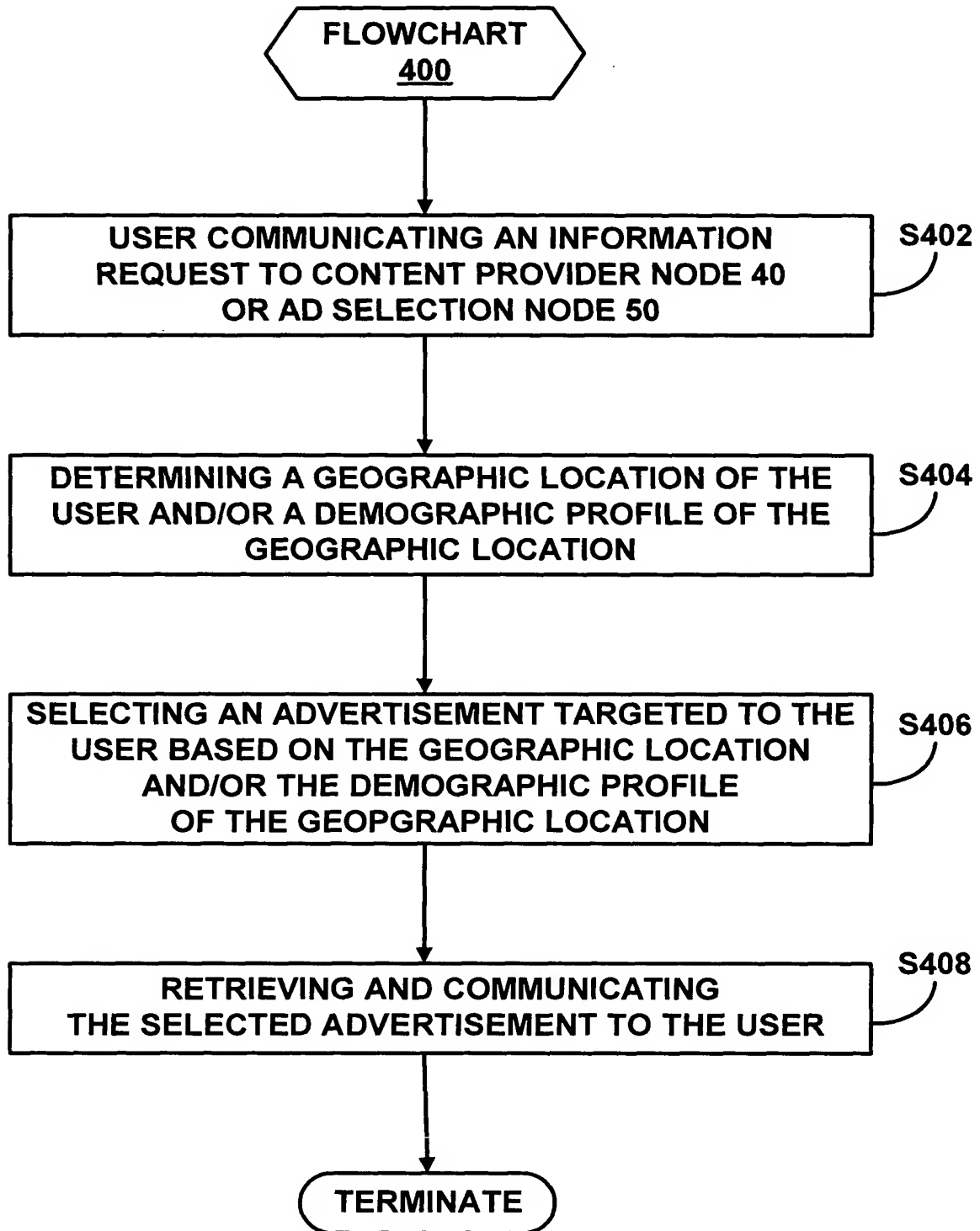
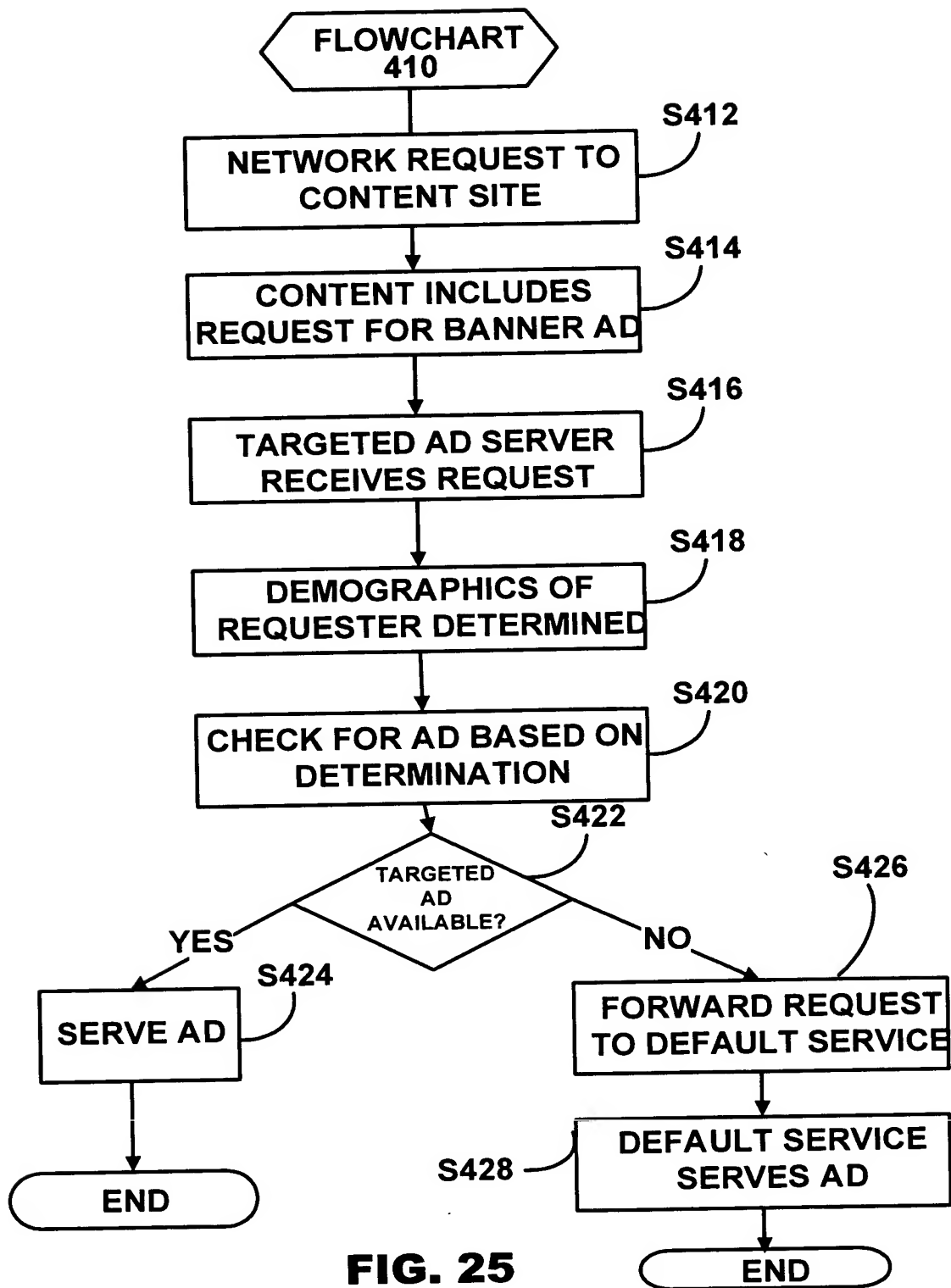


FIG. 24



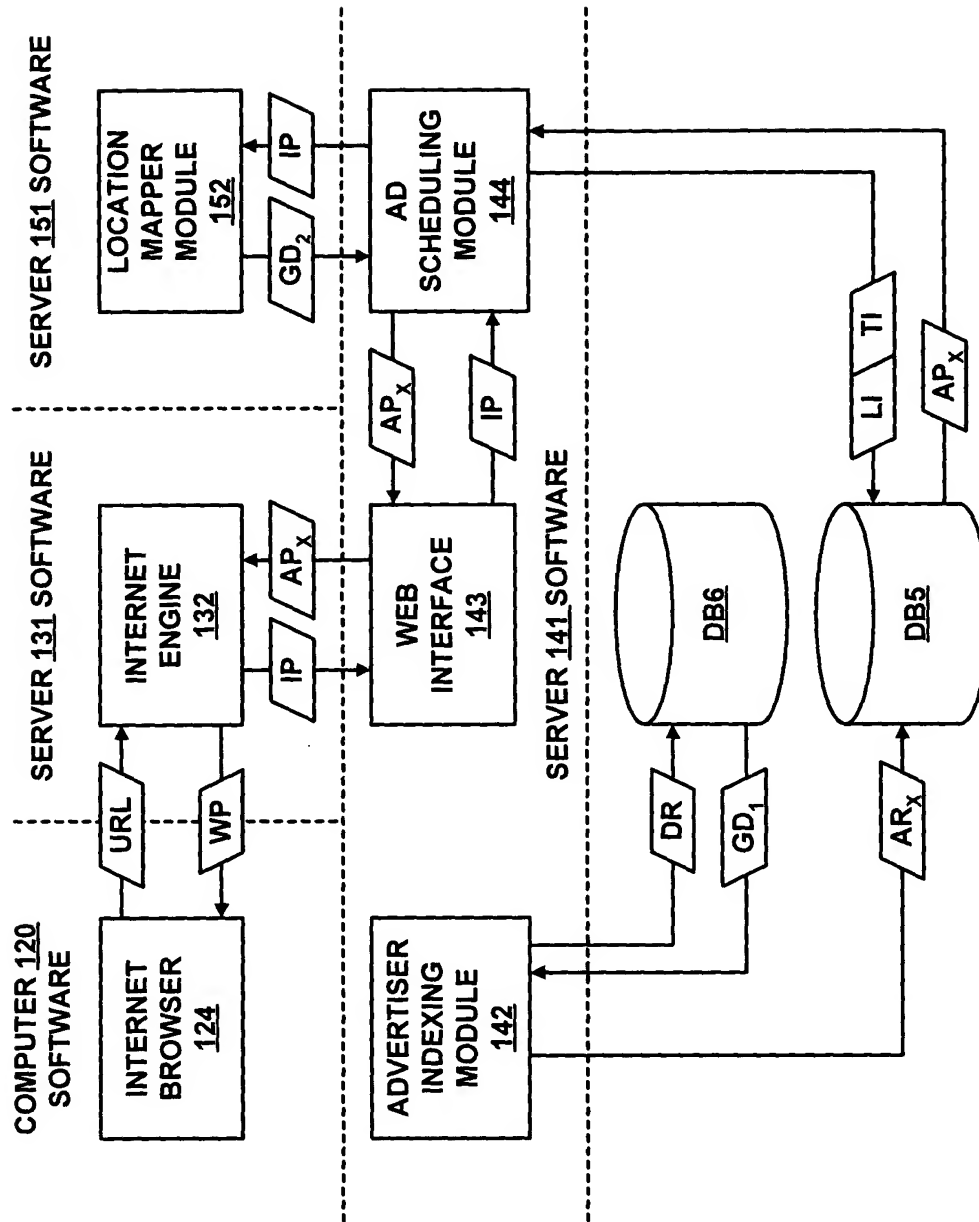


FIG. 26

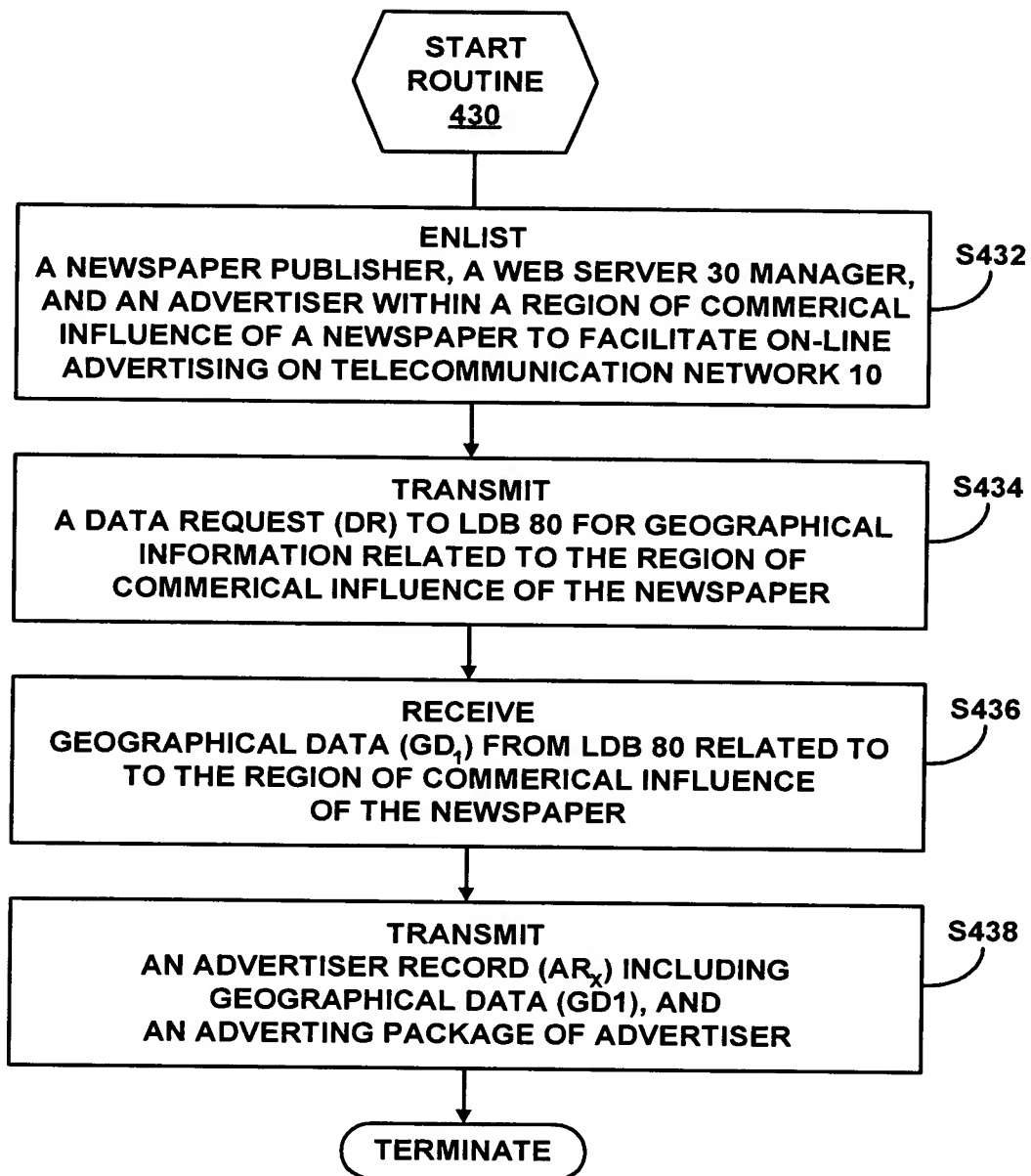


FIG. 27

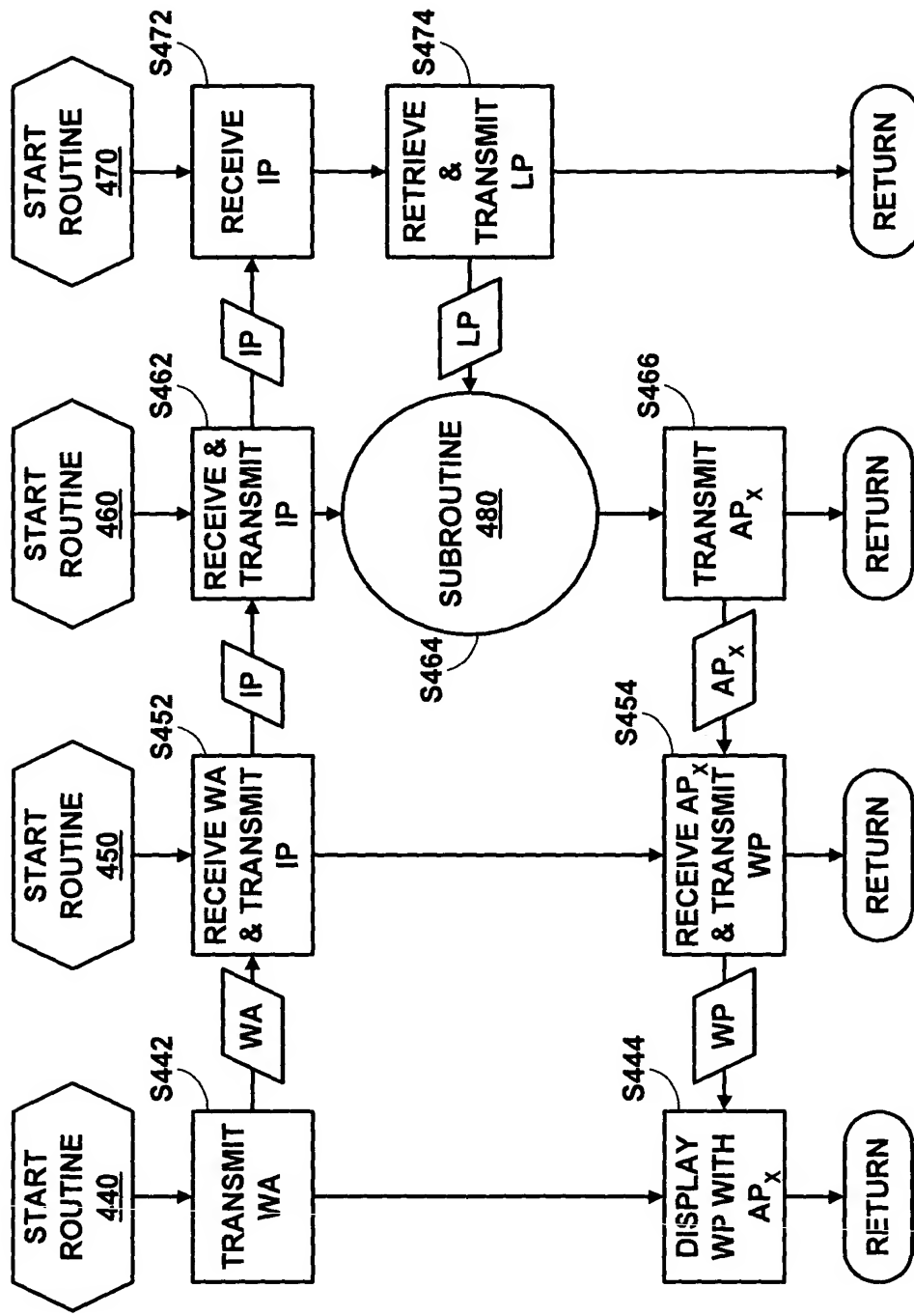


FIG. 28

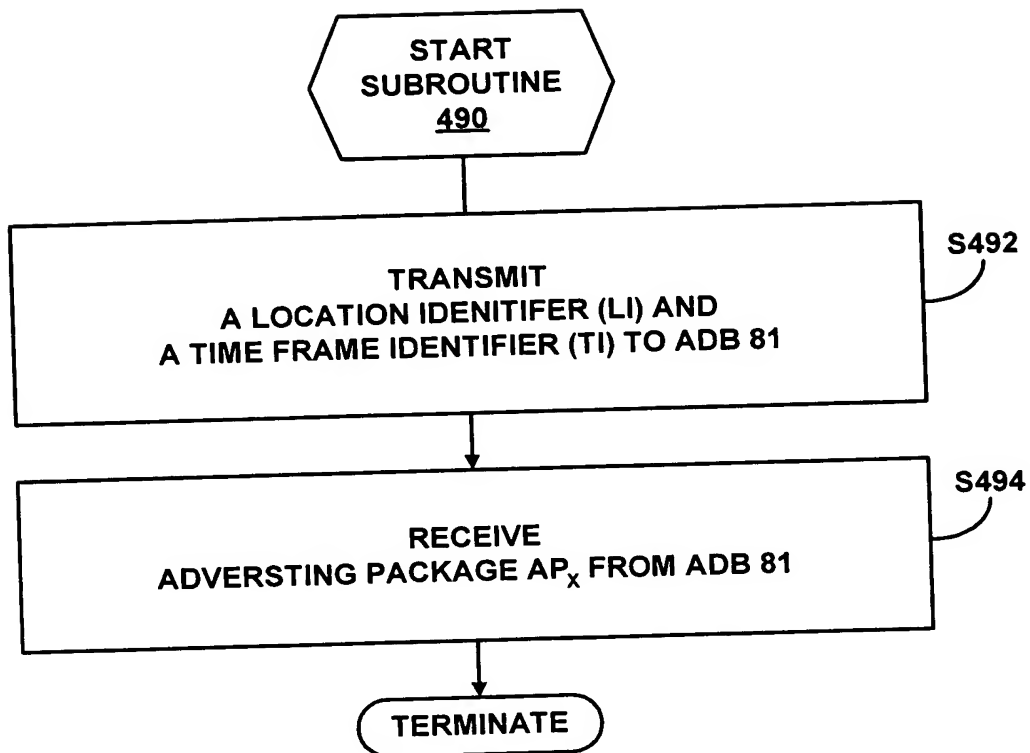


FIG. 29

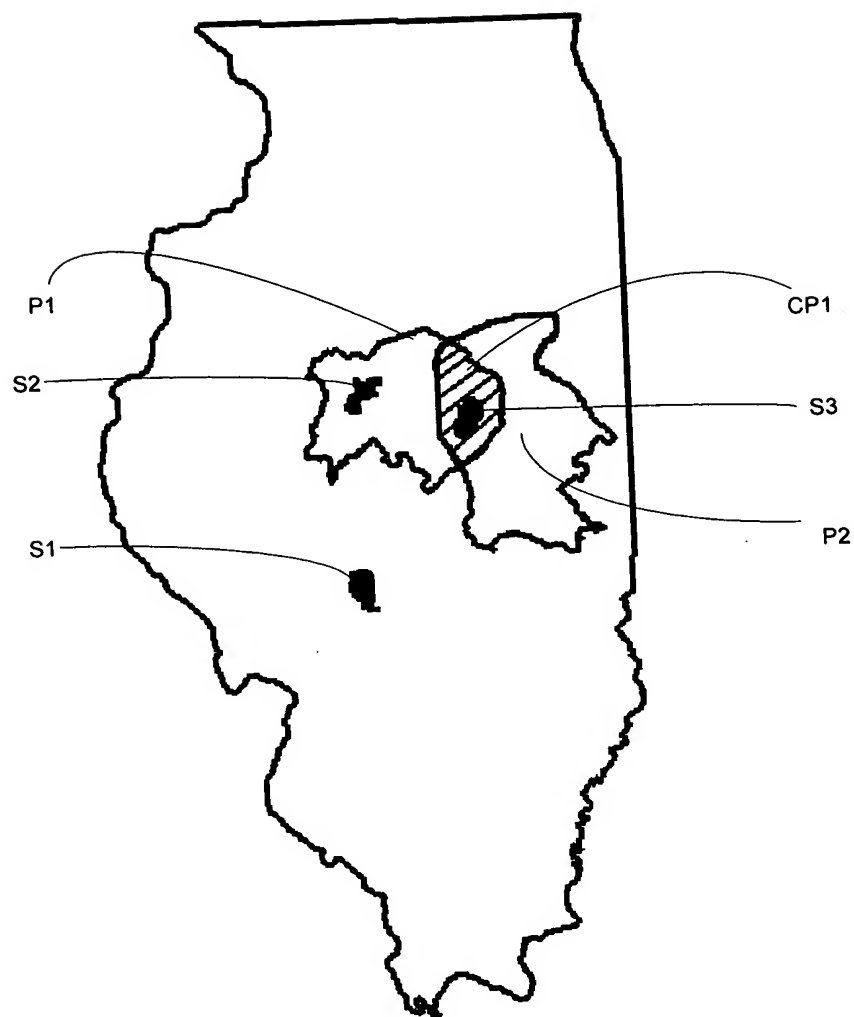


FIG. 30

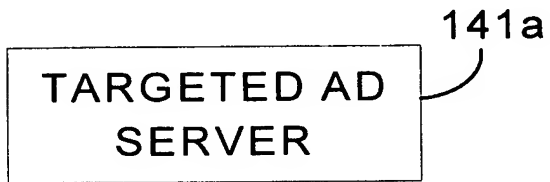


FIG. 31

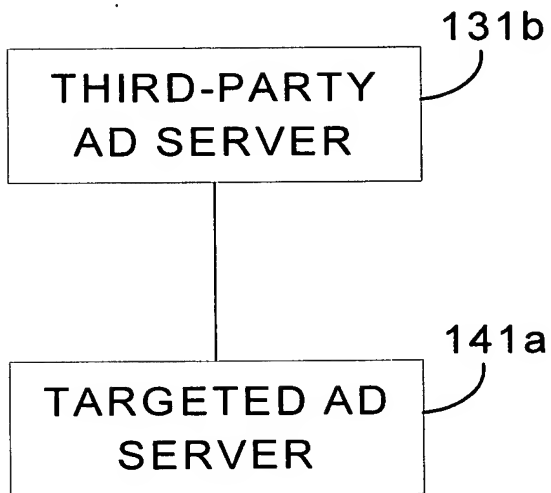


FIG. 32

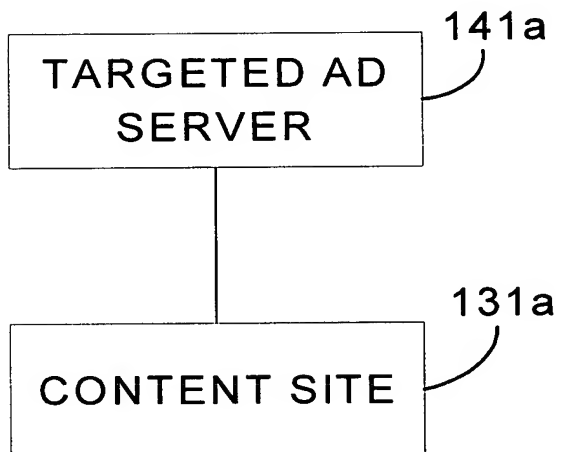


FIG. 33

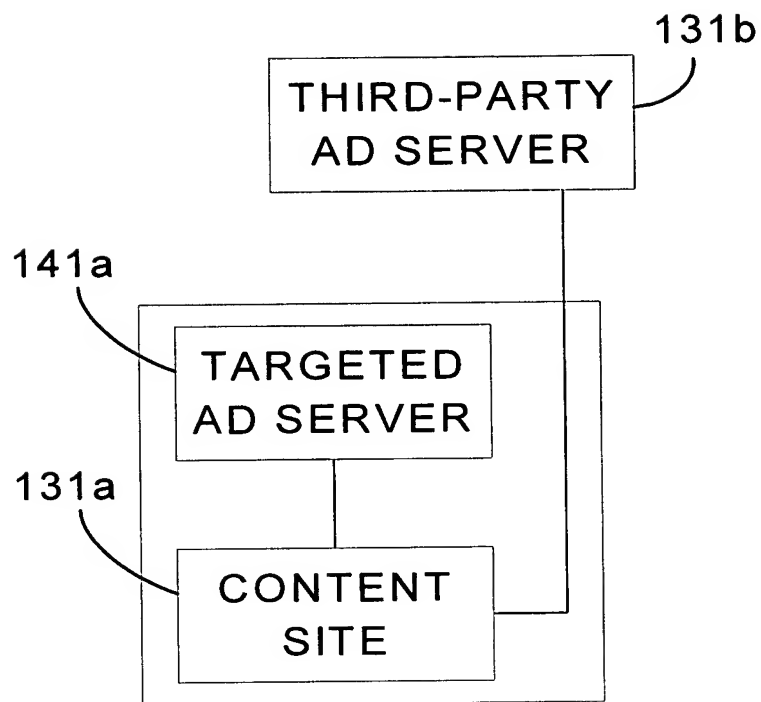


FIG. 34

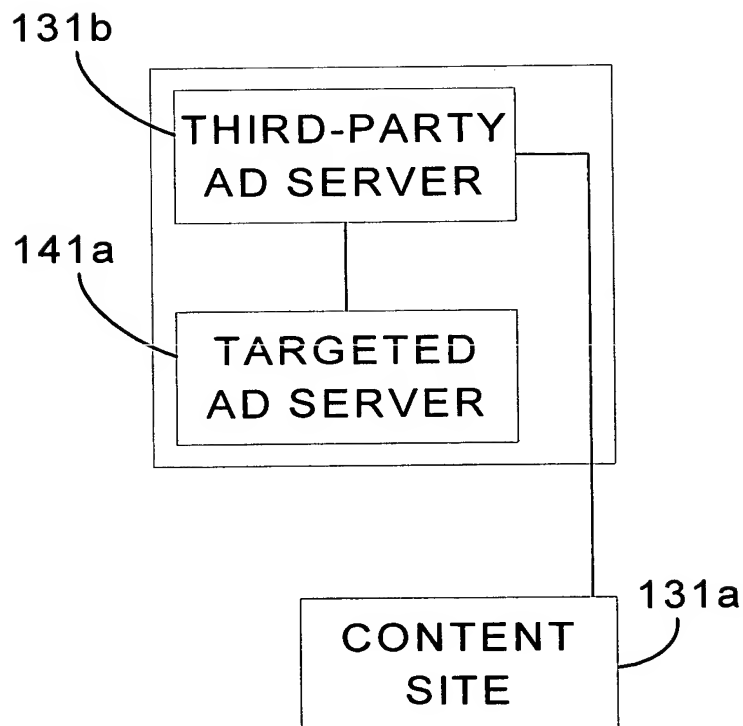


FIG. 35

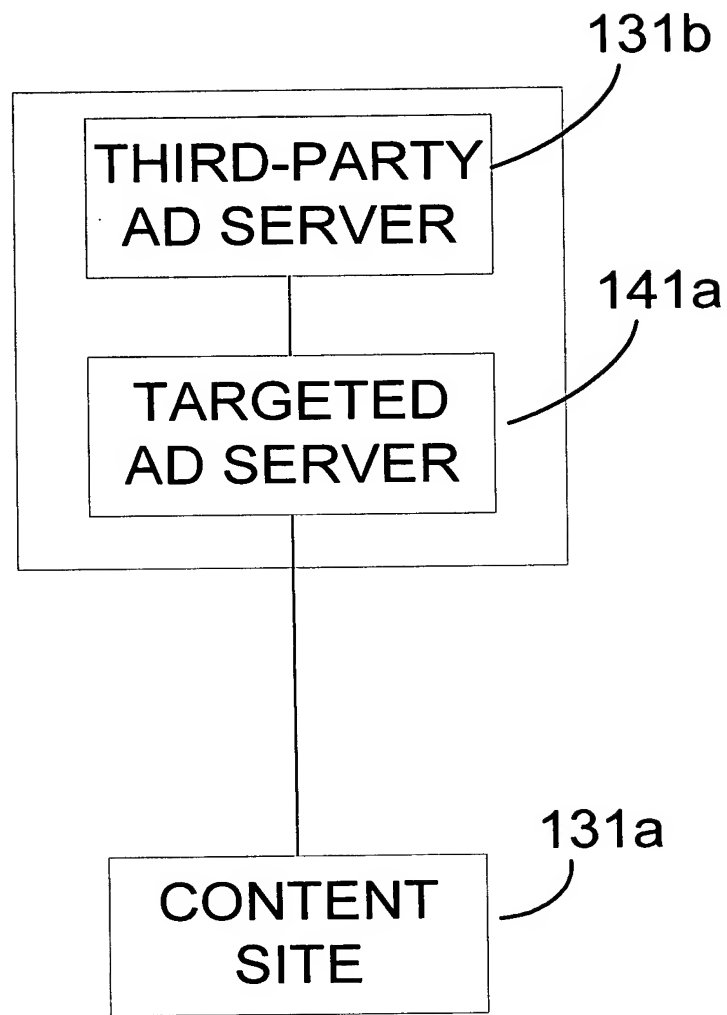


FIG. 36

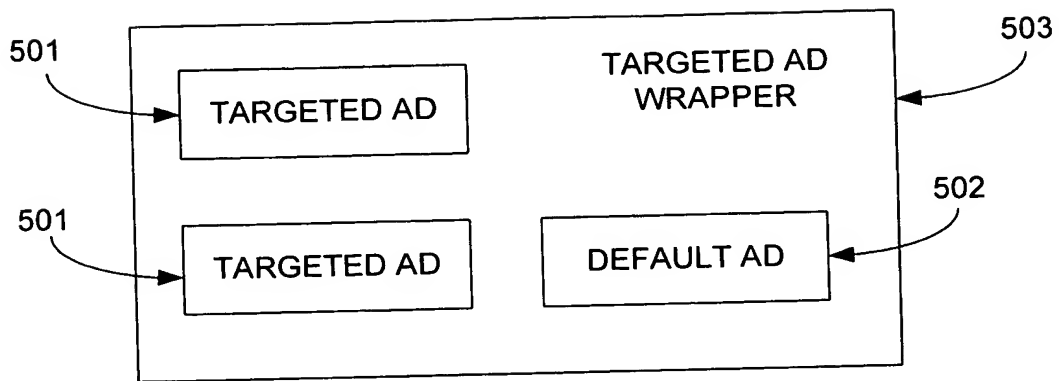


FIG. 37

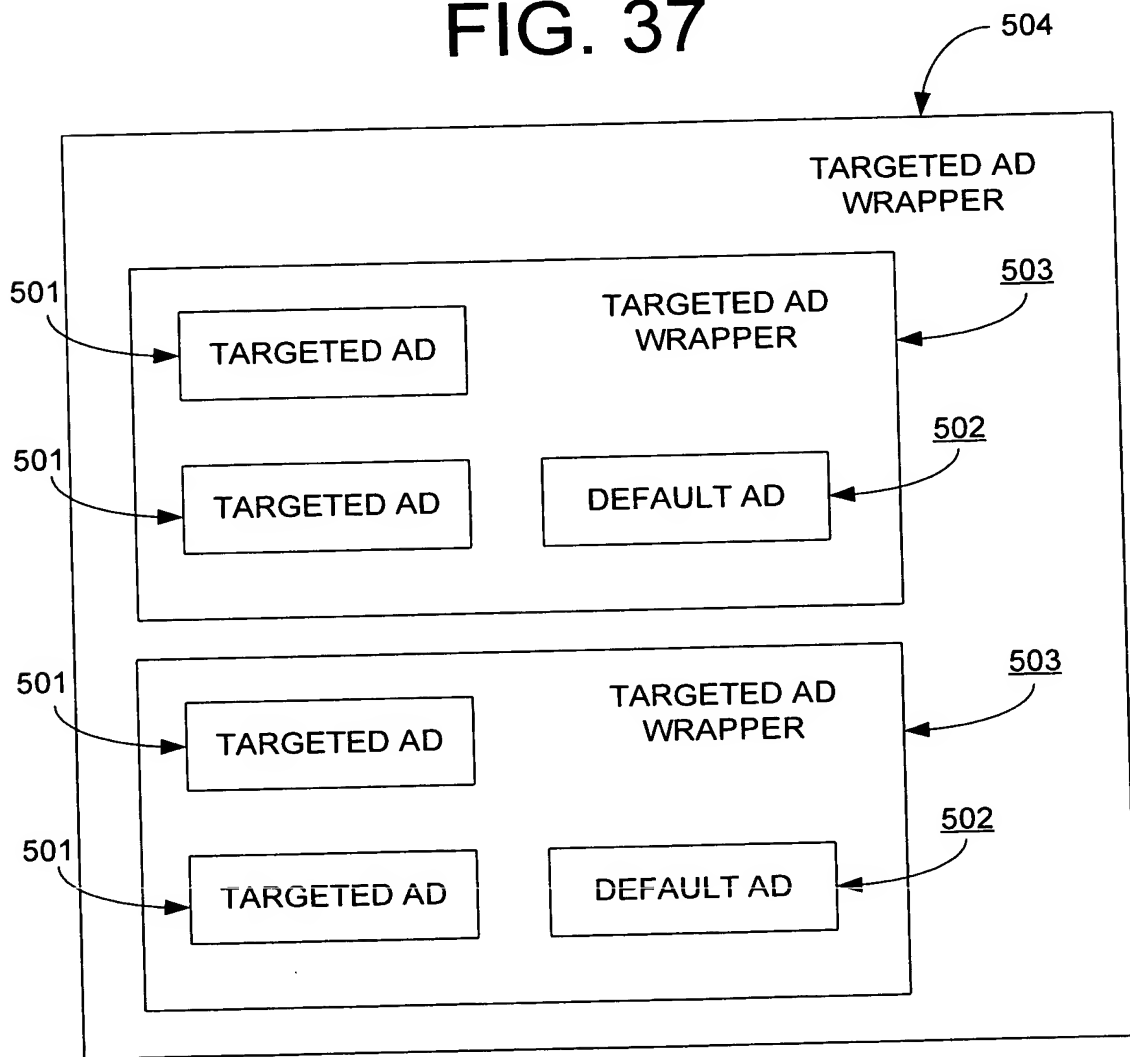


FIG. 38



FIG. 39

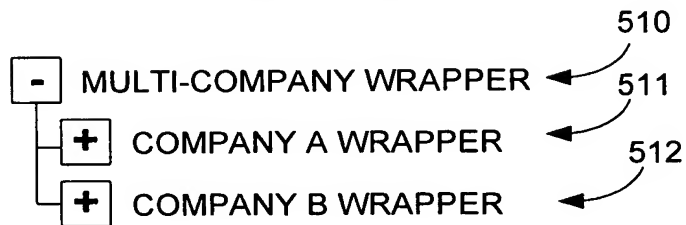


FIG. 40

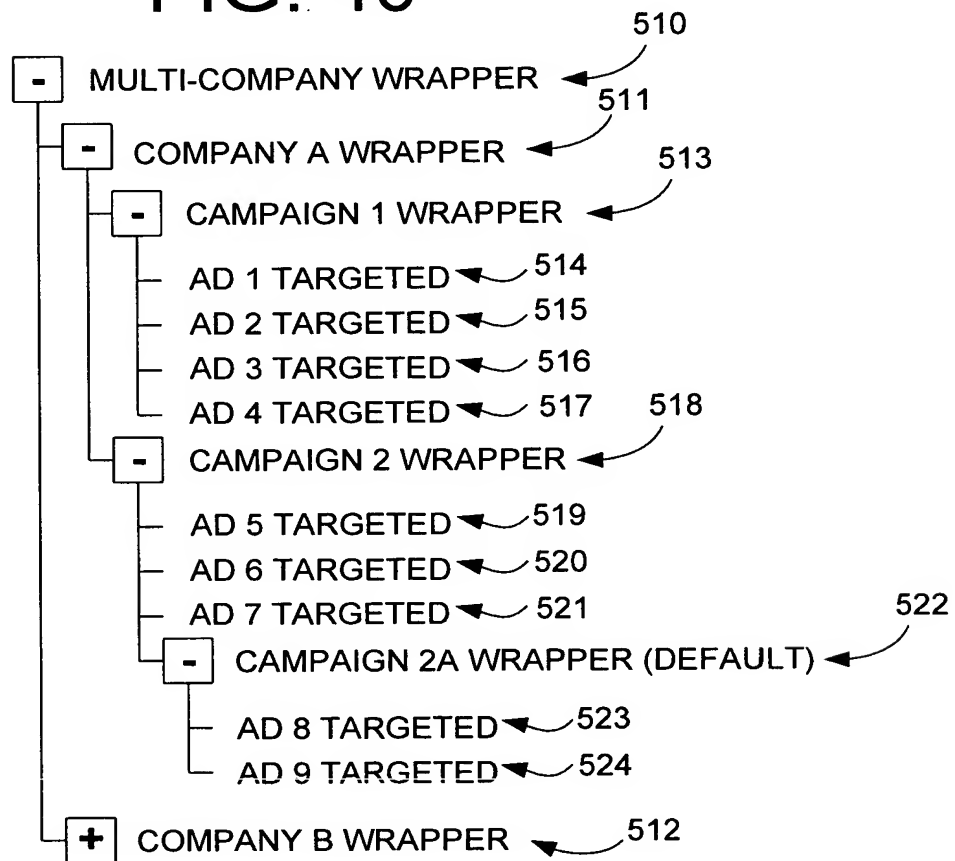
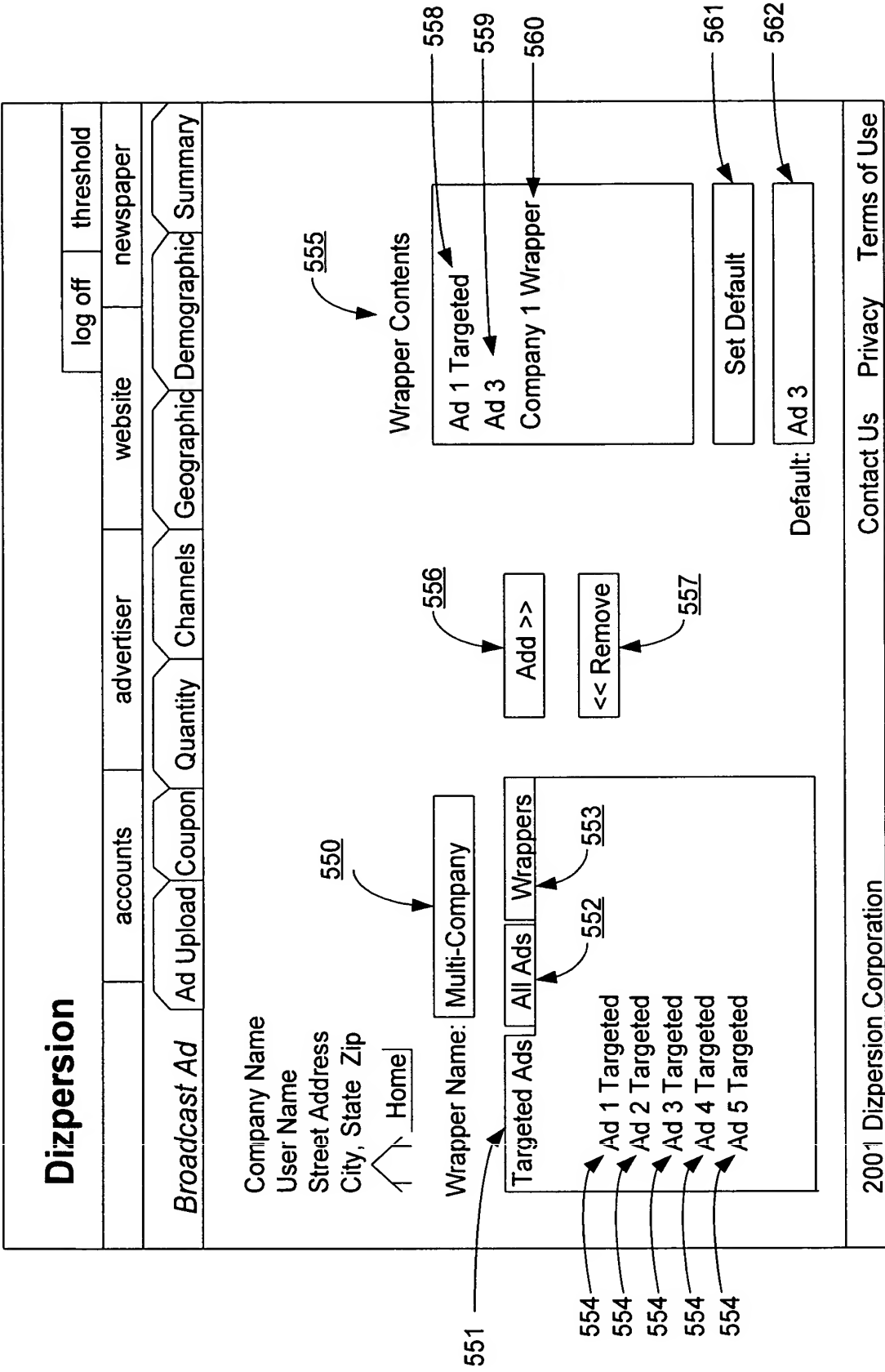


FIG. 41



Dizpersion

log off

threshold

accounts

advertiser

website

newspaper

Broadcast Ad

Ad Upload

Coupon

Quantity

Channels

Geographic

Demographic

Summary

Company Name

User Name

Street Address

City, State Zip

Home

Target Name:

Baby

Add Target:

Add >>

Add Avoid:

Add >>

TARGET LIST

Children x

Baby x

Parent x

AVOID LIST

Death x

Murder x

Law Suit x

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FIG. 43

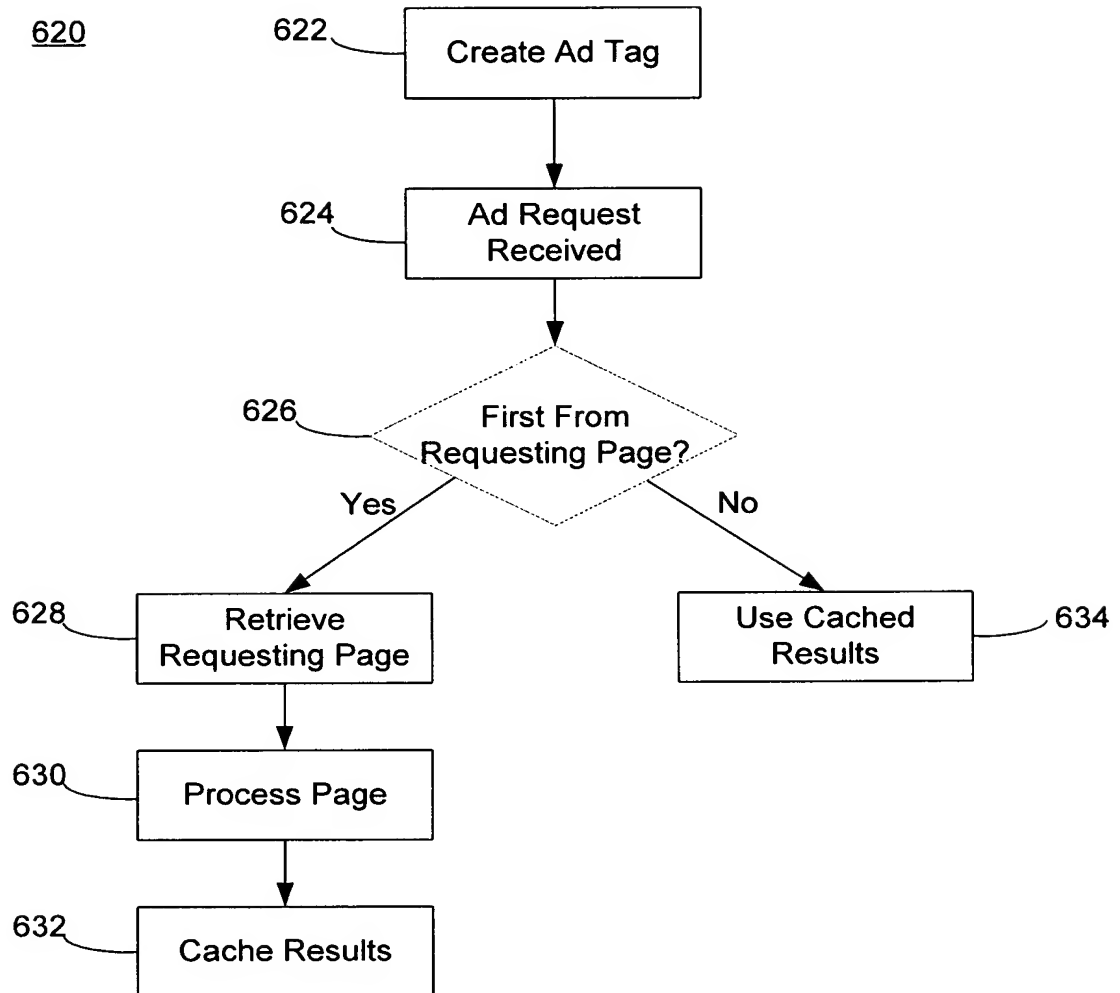
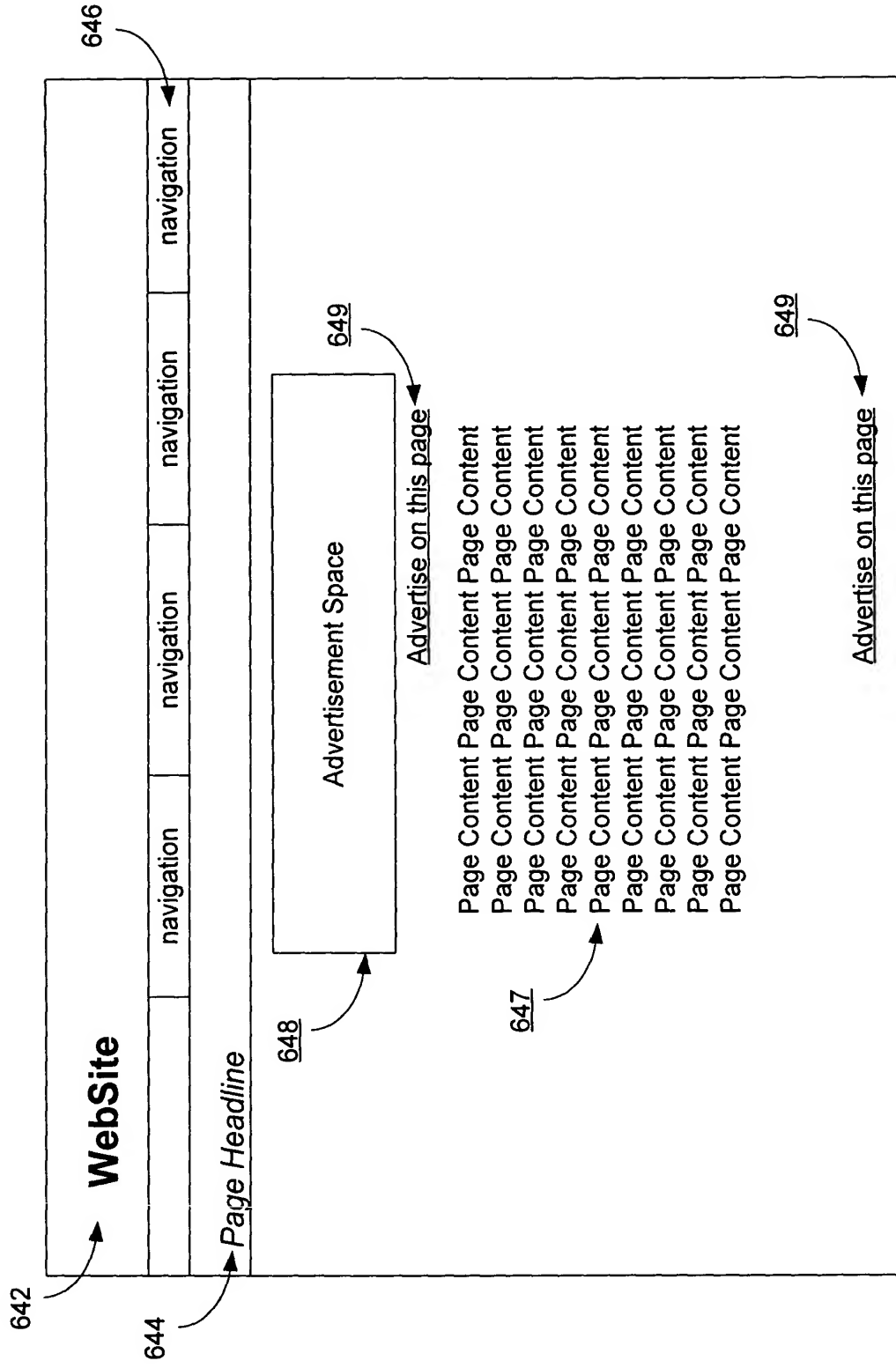


FIG. 44



640

FIG. 45

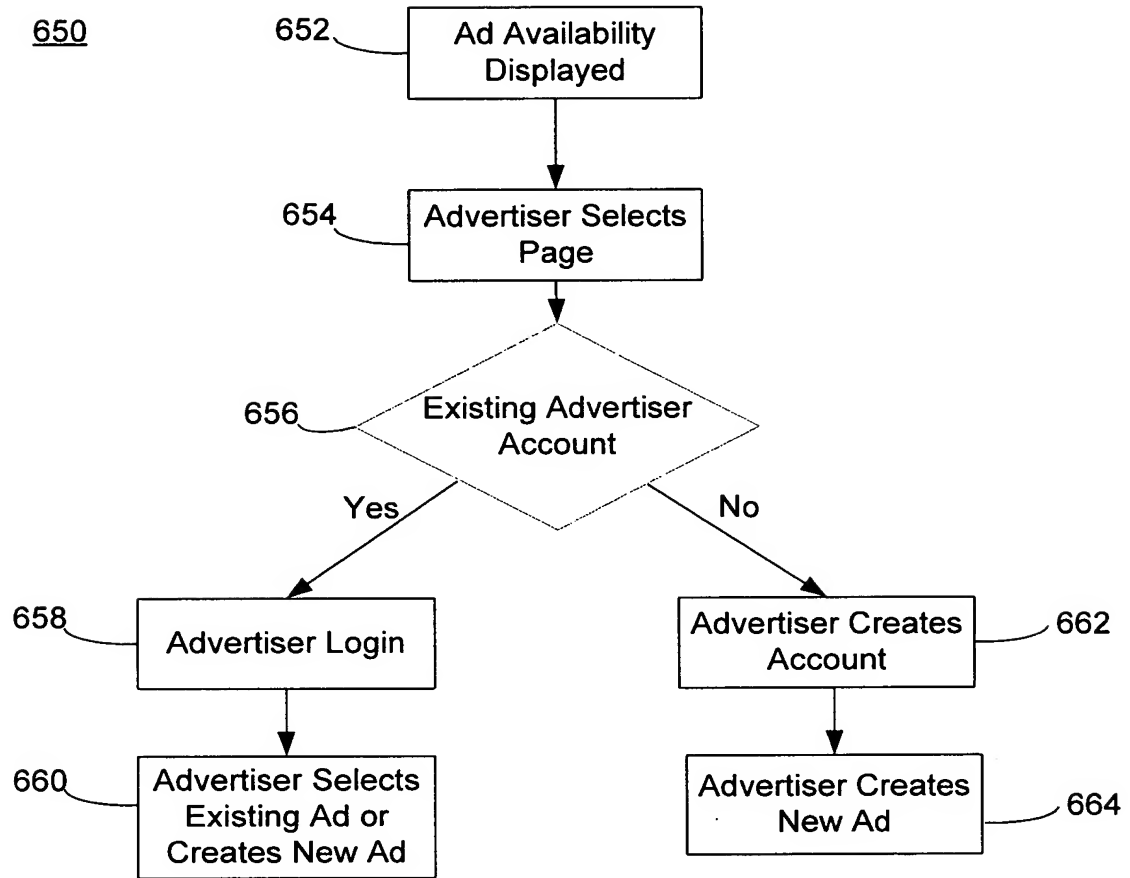


FIG. 46